

ORDER



Orders	Order / Rev:	107176	
	Alt Order #:	06859169	
	Product Desc:	ROMNEY FOR PRES 60	
	Estimate:	424	
	Flight Dates:	09/28/12 - 10/02/12	
	Original Date / Rev:	09/27/12 / 10/01/12	
	Order Type:	GENERAL	
	Primary AE:	Amy McCreary	
	Sales Office:	BLPHI	
	Sales Region:	National	
Agency	Name:	American Rambler Productions	
	Buying Contact:		
	Billing Contact:		
	138 Conant St.		
	Beverly, MA 01915		
	Billing Type:	Cash	
	Billing Calendar:	Broadcast	
	Billing Cycle:	EOM/EOC	
	Agency Commission:	15%	
Advertiser	Name:	Romney for President - Revised	
	Demographic:	A35+	
	Product Codes:	PLC02-Republican	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	13	\$18,900.00	\$16,065.00
10/01/12	10/02/12	24	\$33,600.00	\$28,560.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$18,900.00	\$16,065.00	0.00
October 2012	24	\$33,600.00	\$28,560.00	0.00
Totals	37	\$52,500.00	\$44,625.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	27%	\$52,500.00
Market	100%	\$194,444.44

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$58,333.33
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$38,888.89
KTUD	0%	\$0.00
KVVU	20%	\$38,888.89
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$5,833.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 6-7a WakeUp w/Wagners	6-7a		----F--	1:00	1	\$1,300.001	0.00	NM	1	\$1,300.00	

WAKE W/WAGNRS2

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Order / Rev.: 107176
Alt Order #: 06859169
Flight Dates: 09/28/12 - 10/02/12

Advertiser:	Romney for President
Product Desc:	ROMNEY FOR PRES 60
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2	\$850.00		0.00						
E 13	KSNV	10/01/12	10/02/12	Days of our Lives	CM	1258p-2pm	MT-----	1:00	2	\$850.00	1	0.00	NM	2	\$1,700.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2	\$850.00		0.00						
E 14	KSNV	09/28/12	09/28/12	Days of our Lives	CM	1258p-2pm	----F--	1:00	1	\$850.00	1	0.00	NM	1	\$850.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1	\$850.00		0.00						
E 15	KSNV	09/28/12	09/28/12	Dr. Phil	CM	3-4p	----F--	1:00	1	\$900.00	1	0.00	NM	1	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1	\$900.00		0.00						
E 16	KSNV	10/01/12	10/02/12	Dr. Phil	CM	3-4p	MT-----	1:00	2	\$900.00	1	0.00	NM	2	\$1,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2	\$900.00		0.00						
E 17	KSNV	10/01/12	10/02/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	1:00	2	\$1,450.00	1	0.00	NM	2	\$2,900.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2	\$1,450.00		0.00						
E 18	KSNV	09/28/12	09/28/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	----F--	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1	\$1,400.00		0.00						
E 19	KSNV	09/28/12	09/28/12	M-F Early News	CM	5-630p	----F--	1:00	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1	\$2,000.00		0.00						
E 20	KSNV	10/01/12	10/02/12	M-F Early News	CM	5-630p	MT-----	1:00	2	\$2,400.00	1	0.00	NM	2	\$4,800.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2	\$2,400.00		0.00						
E 21	KSNV	10/01/12	10/02/12	M-F Jeop/Wheel	CM	630-730pm	MT-----	1:00	2	\$2,600.00	1	0.00	NM	2	\$5,200.00
JEPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2	\$2,600.00		0.00						
E 22	KSNV	09/28/12	09/28/12	M-F Jeop/Wheel	CM	630-730pm	----F--	1:00	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
JEPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1	\$2,000.00		0.00						
E 23	KSNV	10/01/12	10/02/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	1:00	2	\$2,400.00	1	0.00	NM	2	\$4,800.00
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2	\$2,400.00		0.00						
E 24	KSNV	09/28/12	09/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	----F--	1:00	1	\$2,200.00	1	0.00	NM	1	\$2,200.00
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2	\$2,200.00		0.00						

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Advertiser: Romney for President
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 24	KSNV	09/28/12	09/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	----F--	1:00	1	\$2,200.001	0.00	NM		1	\$2,200.00											
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 09/24/12	09/30/12	----F--	1	\$2,200.00	0.00																					
E 25	KSNV	09/30/12	09/30/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	1:00	2	\$2,200.001	0.00	NM		2	\$4,400.00											
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11P NEWS																										
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